<u>IN THE CLAIMS</u>:

The following listing of claims will replace all prior versions, and listings, of the claims in the application:

1-61. (Cancelled)

62. (Currently amended) A Web host connected to a wide area network (WAN), comprising:

a Web server adapted to communicate with a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and

an advertising application, wherein said advertising application provides the functions of:

permitting a sender to submit communication data to said Web host and to identify at least one recipient of said communication data;

using at least a portion of the content of said communication data to automatically select at least one advertisement from said plurality of advertisements;

inserting said at least one advertisement <u>and said communication data</u> into a personal electronic communication, wherein said personal electronic communication comprises an e-mail message;

sending said personal electronic communication to said at least one recipient via said WAN; and

compensating said sender by providing said sender with a free service in exchange for allowing said Web host to send said personal electronic communication, including said at least one advertisement, to said at least one recipient.

63-64. (Cancelled)

65. (Previously presented) The Web host of Claim 62, wherein said advertising application further provides the function of sending said at least a portion of the content of said communication data to said at least one recipient via said WAN.

66-67. (Cancelled)

68. (Currently amended) A computer-implemented method for communicating personal information, comprising the steps of:

receiving communication data and recipient data from a sender, wherein said communication data and said recipient data are used to send a personal electronic communication to at least one recipient, wherein said personal electronic communication comprising an e-mail message;

using at least a portion of the content of said communication data to select at least one advertisement ~~to be embedded in said personal electronic communication~~;

~~embedding said at least one advertisement within said personal electronic communication;~~

sending said personal electronic communication ~~containing said at least one advertisement~~ to said at least one recipient via a wide area network (WAN), wherein said personal electronic communication includes said communication data and said at least one advertisement when it is opened by said at least one recipient; and

compensating a party by providing a free service to said party in exchange for allowing said at least one advertisement to be ~~embedded~~ included in said personal electronic communication, wherein said party is selected from a list consisting of said sender and said at least one recipient.

69.   (Previously presented) The method of Claim 68, wherein said step of compensating a party by providing a free service to said party in exchange for allowing said at least one advertisement to be embedded in said personal electronic communication, further comprises compensating said at least one recipient by providing a free service to said at least one recipient in exchange for allowing said at least one advertisement to be embedded in said personal electronic communication.

70.   (Previously presented) The method of Claim 68, further comprising the step of sending additional communication data if said at least one recipient interacts with said at least one advertisement.

71-72. (Cancelled)

73.   (Previously presented)   The method of Claim 70, further comprising receiving said additional communication data from a third party advertiser prior to sending said additional communication data.

74.   (Cancelled)

75.   (Previously presented) A personal communication system comprising a Web host connected to a wide area network (WAN), said Web host comprising:

a Web server adapted to communication with a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and

an advertising application connected to said memory device, wherein said advertising application provides the functions of:

receiving communication data and recipient data from a sender, said communication data and said recipient data being used to send a personal communication to at least one recipient;

using at least one subject matter of said communication data to select at least one of said plurality of advertisements;

inserting said at least one of said plurality of advertisements into a personal electronic communication, wherein said personal electronic communication comprising an e-mail message;

sending said personal electronic communication to at least one recipient via said WAN; and

providing a party with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication, wherein said party is selected from a list consisting of said sender and said at least one recipient.

76.   (Previously presented) The personal communication system of Claim 75, wherein said step of providing a party with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication, further comprises providing said sender with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication.

77.   (Previously presented) The personal communication system of Claim 75, wherein said step of providing a party with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication, further comprises providing said at least one recipient with a service in exchange for allowing said Web host to insert said at least one of said plurality of advertisements into said personal electronic communication.

78-80. (Cancelled)

81.   (Currently amended)   A personal communication system comprising a Web host connected to a wide area network (WAN), said Web host comprising:

a Web server adapted to communication with a plurality of network devices via said WAN;

an advertising application connected to said Web server, wherein said advertising application provides the functions of:

receiving communication data and recipient data from a sender, said communication and recipient data being used by said advertising application to send a personal communication to at least one recipient, wherein said personal communication comprises an e-mail message;

using at least a portion of the content of said communication data to select at least one advertisement;

~~inserting said at least one advertisement into said personal communication;~~

sending said personal communication to said at least one recipient, wherein said personal communication, as viewed by said recipient, includes said communication data and said at least one advertisement; and

providing said sender with a free service in exchange for using said Web host to send said personal communication, ~~including said at least one advertisement,~~ to said at least one recipient.

82-83. (Cancelled)

84.   (Previously presented) The personal communication system of Claim 81, wherein said advertising application further provides the function of using said at least a portion of the content of said communication data to create said at least one advertisement.

85.   (Cancelled)

86.   (Previously presented) The personal communication system of Claim 81, wherein said advertising application further provides the function of using said at least one subject matter of said communication data to create said at least one advertisement.

87.   (Currently amended)   A personal communication system comprising a Web host connected to

a wide area network (WAN), said Web host comprising:

a Web server adapted to communication with a plurality of network devices via said WAN;

a memory device connected to said Web server and adapted to store a plurality of advertisements; and

an advertising application connected to said memory device, wherein said advertising application provides the functions of:

receiving sender-provided data from a sender, said sender-provided data comprising at least communication data and recipient data and being used by said advertising application to at least send a personal communication to at least one recipient, wherein said personal communication comprises an e-mail message;

using at least a portion of said communication data to select at least one of said plurality of advertisements;

~~inserting said at least one of said plurality of advertisements into said personal communication~~;

sending said personal communication to said at least one recipient, <u>wherein said personal communication, as viewed by said recipient, includes said communication data and said at least one of said plurality of advertisements</u>; and

providing a party with a free service in exchange for using said Web host to ~~insert~~ <u>include</u> said at least one of said plurality of advertisements into said personal communication, wherein said party is selected from a list consisting of said sender and said at least one recipient.

88.   (Previously presented) The personal communication system of Claim 87, wherein said advertising application further provides the functions of:

allowing a sender to select a type of advertisement that can be included in said personal communication by submitting advertisement-type data, said sender-provided data further comprising said advertisement-type data; and

using said at least a portion of said communication data and said advertisement-type data to select said at least one of said plurality of advertisements.

89.   (Previously presented) The personal communication system of Claim 87, wherein said advertising application further provides the function using at least one subject matter of said communication data to select said at least one of said plurality of advertisements.

90.   (Previously presented) The personal communication system of Claim 87, wherein said advertising application further provides the function of using at least a portion of the content of said communication data to select at least one of said plurality of advertisements.

91.   (Cancelled)

92. (Currently amended) A computer-implemented method for communicating personal information, comprising the steps of:

receiving communication data and recipient data from a sender, wherein said communication data is and said recipient data are used at least to send a personal communication to at least one recipient, wherein said personal communication comprises an e-mail message;

using at least a portion of said communication data to automatically select at least one advertisement;

inserting said at least one advertisement into said personal communication;

sending said personal communication to said at least one recipient, wherein said personal communication, as viewed by said at least one recipient, includes said at least one advertisement; and

providing said at least one recipient with a free service in exchange for using said Web host to send said personal communication, including said at least one advertisement, to said at least one recipient.

93. (Previously presented) The method of Claim 92, further comprising the steps of:

receiving sender-provided data from a sender, said sender-provided data comprising at least communication data and advertisement-type data, wherein said advertisement-type data identifies a type of advertisement that can be included in said personal communication; and

using said advertisement-type data to select said at least one advertisement.

94. (Previously presented) The method of Claim 92, further comprising the step of using at least one subject matter of said communication data to automatically select said at least one advertisement.

95.   (Previously presented)   The method of Claim 92, further comprising the step of using at least a portion of the content of said communication data to automatically select said at least one advertisement.